

**Yan “Lucy” Liu**  
刘焱  
Feb 2026

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Associate Professor of Marketing  
Mays Business School  
Texas A&M University

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**EDUCATION**

**Ph.D. Management**, Purdue University, West Lafayette, IN 2005-2010  
**M. S. Food and Resource Economics**, Univ. of Florida, Gainesville, FL 2002-2004  
**B. S. Finance**, Central University of Finance and Economics, Beijing, China 1995-1999

**RESEARCH INTERESTS**

Methods: Structural Models, Empirical Industrial Organization, Machine Learning, Bayesian Estimation, Causal Inference

Topics: Product Management (product design, product harm crisis, product review), Pricing and Promotion, Advertising, Influencer Marketing, Consumer Choices

**ACADEMIC POSITIONS**

Texas A&M University

Professor of Marketing	2025-present
Associate Professor of Marketing	2017-present
Assistant Professor of Marketing	2010-2017
Director, Marketing Ph.D. Program	2023-present

Purdue University

Graduate Assistant and Instructor	2005-2010
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**PUBLICATIONS**

1. Wenqi Shen, Yan Liu, and Yun Wang\* (2024), "[Penalty or Reward? The Effect of Social Disincentives on Online Users' Contributions.](#)" *Management Science* 71(8), 6770-6792.
2. Kan, Christina, Yan Liu, Donald R. Lichtenstein, and Chris Janiszewski (2023), "[The Negative and Positive Consequences of Placing Products Next to Promoted Products.](#)" *Journal of Marketing*, 87(6), 928-948.
3. Fangfei Guo\* and Yan Liu (2023), "[The Effectiveness of Membership-based Free Shipping: An Empirical Investigation on Consumers' Purchase Behaviors and Revenue Contributions.](#)" *Journal of Marketing*, 87(6), 869-888.
4. Haipeng Chen, Woo Jin Choi\*, Haoying Sun, and Yan Liu (2021), "[More or Less? Consumer Goal Orientation and Product Choice.](#)" *Customer Needs and Solutions* 8, 16–26.
5. Li, Tom, Yan Liu, Man Li, Xiaoning Qian, and Susie Y. Dai. "[Mask or no Mask for COVID-19: A Public Health and Market Study.](#)" *PloS one* 15, no. 8 (2020): e0237691.

6. Woo Jin Choi\*, Haipeng Chen, Haoying Sun, Yan Liu (2020) "[Guess Who Buys Cheap? The Effect of Consumers' Goal Orientation on Product Preference](#)," *Journal of Consumer Psychology*, 30 (3), 506-514
7. Li, Krista J.\* and Yan Liu (2019), "[Same or Different? An Aesthetic Design Question](#)," *Production and Operations Management* 28, no. 6 (2019): 1465-1485
  - Top 10 downloaded articles. SSRN: Econometrics Multiple Equations.
8. Liu, Yan, Venkatesh Shankar and Wonjoo Yun\* (2017), "[Crisis Management Strategies and the Long-Term Effects of Product Recalls on Firm Value](#)," *Journal of Marketing* 81.5.30-48
  - Featured at [theeagle.com](#)
  - Media coverage at [KBTX](#)
9. Liu, Yan, Krista Li\*, Haipeng Chen, and Subramanian Balachander (2017), "[The Effects of Products' Aesthetic Design on Demand and Marketing-Mix Effectiveness: The Role of Segment Prototypicality and Brand Consistency](#)," *Journal of Marketing* 81.1: 83-102.
  - JM Editor Picks from 2017
  - Featured at [AMA Scholarly Insights](#)
10. Liu, Yan, and Venkatesh Shankar (2015). "[The Dynamic Impact of Product-Harm Crises on Brand Preference and Advertising Effectiveness: An Empirical Analysis of the Automobile Industry](#)," *Management Science* 61.10, 2514-2535.
  - Top 10 downloaded articles. SSRN: Econometrics Multiple Equations.
11. Liu, Yan and Subramanian Balachander (2014). "[How Long Has it Been Since the Last Deal? Consumer Promotion Timing Expectations and Promotional Response](#)," *Quantitative Marketing and Economics*, 12 (1), 85-126.
12. Balachander, Subramanian, Yan Liu, and Axel Stock (2009). "[An Empirical Analysis of Scarcity Strategies in the Automobile Industry](#)," *Management Science*, 55 (10), 1623-1637.

\*: Co-author: Ph.D. (Marketing), Mays Business School. The project was initiated while the co-author was a doctoral student in the Dept. of Marketing.

### **MANUSCRIPTS UNDER REVIEW**

1. Fangfei Guo, Yan Liu, Haipeng Chen, and Dian Wang, "The Spillover Effects of Product Recall." (Revision invited at *Journal of Marketing Research*)
2. Wang, Yun, Yan Liu, and Xuying Zhao "Searching for Success: Advertising Content Design under Competition" (Rejected at *Management Science*, prepare to submit to *POM*)

### **RESEARCH IN PROGRESS**

3. Fangfei Guo, and Yan Liu, " The Effectiveness of Multi-tier Subscription Strategy on Users' Engagement in Digital Platform."
4. Wang, Yun, Fangfei Guo, and Yan Liu, " Optimal Design of Tiered Memberships."

5. Wang, Yun and Yan Liu, “Advertising Content and Pricing under Limited Attention.”
6. Zijing “Jimmy” Hu, Yan Liu “Quantifying the Value of Discoverability”
7. Guo, Fangfei, and Yan Liu, “The Effect of Following ‘Super-Star’ vs. ‘Like-Me’? Heterogeneous Peer Effects on User Engagement on Digital Platform,”
8. Chi Zhang, Venky Shankar, and Yan Liu, “Unveiling Consumer Preferences: Machine Learning-Driven Identification of Key Product Design Elements,”
9. Jane Lee, and Yan Liu, “Do ‘Two’ Many Cooks Spoil the Broth?: Analyzing the Impact of Content Collaboration on Content Creators’ Success,”
10. Zhao, Naibao, and Yan Liu, “Beyond Follower Counts: Unlocking Hidden Value of Content Portfolio Choice”

### **OTHER PUBLICATIONS**

Liu, Yan, Richard L. Kilmer, and Jonq-Ying Lee. "Canadian orange juice imports and production level import demand." *Journal of Agribusiness* 25, no. 345-2016-15140 (2007): 17-29.

### **HONORS, AWARDS and GRANTS**

Mays Business School Research Excellence Award, 2023  
 Texas A&M University Triad Grant, 2019  
 Mays Business School Mini-Grant, 2012, 2014, 2018  
 Robert W. Johnson Award for Distinguished Research Proposal, 2008  
 Billsland Dissertation Fellowship, Purdue University, 2008, 2009  
 AMA-Sheth Doctoral Consortium Fellow, University of Missouri, 2008  
 Certificate for Outstanding Teaching, Purdue University, 2007  
 Outstanding Academic Accomplishment, University of Florida, 2002, 2003  
 Purdue University Summer Research Grant, Purdue University, 2007

### **CONFERENCE PRESENTATIONS**

1. Jane Lee, and Yan Liu (2025), “Do ‘Two’ Many Cooks Spoil the Broth?: Analyzing the Impact of Content Collaboration on Content Creators’ Success,” *Conference on Artificial Intelligence, Machine Learning, and Business Analytics*, Columbia University \*.
2. Guo, Fangfei, Yan Liu, and Qiang Zhou (2025) “The Effectiveness of Multi-tier Subscription Strategy on Users’ Engagement in Digital Platform”. *INFORMS Marketing Science Conference*, University of Georgia\*
3. Guo, Fangfei, Yan Liu, and Qiang Zhou (2025) “The Effectiveness of Multi-tier Subscription Strategy on Users’ Engagement in Digital Platform”. *AMA Summer Academic Conference*, Nashville\*
4. Wang, Yun, Yan Liu, and Xuying Zhao (2023), “Searching for Success: Advertising Content Design under Competition,” *Conference on Artificial Intelligence, Machine Learning, and Business Analytics*, Temple University \*.

5. Wang, Yun, Yan Liu (2023), "Presenting Products' Aesthetic Design in Advertisements," *INFORMS Marketing Science Conference*, University of Miami\*.
6. Wang, Yun, Yan Liu (2023), "Presenting Products' Aesthetic Design in Advertisements," *China Marketing International Conference*, Sichuan University\*.
7. Guo, Fangfei, and Yan Liu (2023), "The Effect of Following 'Super-Star' vs. 'Like-Me'? Heterogeneous Peer Effects on User Engagement on Digital Platform," *AMA Winter Academic Conference*, Nashville\*.
8. Wang, Yun, Jeff Cai, and Yan Liu (2021), "Searching for Success: Advertising Content Design under Competition," *Annual Doctoral Symposium*, University of Houston\*.
9. Wang, Yun, Jeff Cai, and Yan Liu (2020), "Aiding AIDA: How Advertising Content Affects Competitive Search and Purchase," *INFORMS Marketing Science Conference*, Duke University\*.
10. Guo, Fangfei, and Yan Liu (2020), "The Effectiveness of Membership Free Shipping: An Empirical Investigation on Consumer's Purchase Behaviors and Retailer's Profits", *Marketing Science Conference*, Duke University\*.
11. Guo, Fangfei, and Yan Liu (2019), "Which Free Shipping Policy Should I Offer? An Empirical Investigation", *Production and Operations Management Conference*, Washington DC\*.
12. Guo, Fangfei, Yan Liu, and Haipeng Chen (2018), "Is Similarity a Good Thing or Bad Thing? The Spillover Effect of Product-harm Crisis on Competing Products," *China Marketing International Conference*, Shanghai\*.
13. Guo, Fangfei, Yan Liu, and Haipeng Chen (2018), "Is Similarity a Good Thing or Bad Thing? The Spillover Effect of Product-harm Crisis on Competing Products," *AMA Winter Academic Conference*, New Orleans\*.
14. Li, Krista, and Yan Liu (2016), "Design versus Technology: Which Brands Benefit More from Which Type of Product Upgrades?" *Marketing Science Conference*, Fudan University\*.
15. Li, Krista, and Yan Liu (2016), "Design versus Technology: Which Brands Benefit More from Which Type of Product Upgrades?" *Theory + Practice in Marketing (TPM) Conference*, Texas A&M University\*.
16. Liu, Yan, Krista Li, Haipeng (Allan) Chen and Subramanian Balachander (2015), "An Empirical Study of Product Design's Effect on Sales and Marketing Effectiveness: The Role of Segment Prototypicality and Brand Consistency," *Marketing Science Conference*, Johns Hopkins University.
17. Liu, Yan, Krista Li, Haipeng (Allan) Chen and Subramanian Balachander (2014), "An Empirical Study of Product Design's Effect on Sales and Marketing Effectiveness: The Role of Segment Prototypicality and Brand Consistency," *Frank M. Bass UT Dallas Frontiers of Research in Marketing Science Conference*, Dallas.
18. Yun, Wonjoo, Yan Liu and Venkatesh Shankar (2014), "New Product Preannouncements, Product Recalls, and Shareholder Value," *Marketing Science Conference*, Emory University\*.

19. Janakiraman, Ramkumar, Yan Liu, Ram Bezawada and Subodha Kumar (2013), "A Structural Model of Consumers' Learning of Channel Quality: The Role of Product Returns," *Conference on Information Systems and Technology*, Minneapolis\*.
20. Liu, Yan and Venkatesh Shankar (2012) "The Dynamic Impact of Product-Harm Crises on Brand Equity and Advertising Effectiveness: An Empirical Analysis of the Automobile Industry," *Marketing Science Conference*, Boston University
21. Yun, Wonjoo, Yan Liu and Venkatesh Shankar(2012) "Sources and Financial Consequences of Product-harm Crises: Evidence from Automobile Industry," *Marketing Science Conference*, Boston University
22. Liu, Yan and Venkatesh Shankar (2012) "The Dynamic Impact of Product-Harm Crises on Brand Equity and Advertising Effectiveness: An Empirical Analysis of the Automobile Industry," *Frank M. Bass UT Dallas Frontiers of Research in Marketing Science Conference*, Dallas.
23. Liu, Yan and Subramanian Balachander (2011), "On the Timing of a Manufacturer's Sales Promotion Decisions with Forward-looking Consumers," *Marketing Science Conference*, University of Houston.
24. Liu, Yan and Subramanian Balachander (2008), "Dynamic Brand and Quantity Choice with a Hazard Model of Promotion Expectation," *Marketing Science Conference*, University of British Columbia

\*: presented by co-authors

### **INVITED PRESENTATIONS**

1. University of Texas, Arlington, Nov. 2024
2. Oregon State University Nov. 2024
3. University of Science and Technology of China, 2018
4. ETH/NYU Design Conference, New York University, 2017
5. University of Houston, 2013
6. Marketing Department Research Seminar and Brown Bag Series, Texas A&M University, 2013
7. Marketing Department Research Camp, Texas A&M University, 2012
8. University of Manitoba, 2009
9. Georgia State University, 2009
10. Texas A&M University, 2009
11. Peking University, 2009
12. Tsinghua University, 2009

### **TEACHING EXPERIENCE**

MKTG 687: Seminar In Quantitative Marketing Modeling (PhD), Texas A&M University, 2025-present  
 MKTG 602: Marketing Metrics (Graduate), Texas A&M University, 2020-present  
 MKTG 635: Marketing Analytics and Pricing (Graduate), Texas A&M University, 2015-2020  
 MKTG 323: Marketing Research (Undergraduate), Texas A&M University, 2011-present  
 MKTG 324: Marketing Management (Undergraduate), Purdue University, 2006, 2007, 2009

## **DISSERTATION COMMITTEE MEMBERSHIP**

### **Dissertation Committee Co-chair or Chair**

1. Wonjoo Yun, Ph.D. in Marketing, Texas A&M University (placed at Oakland University in 2014), Co-chaired with Venky Shankar
2. Fangfei Guo, Ph.D. in Marketing, Texas A&M University (placed at NC State University in 2022)
3. Alicia Wang, Ph.D. in Marketing, Texas A&M University (placed at Baruch College, City University of New York in 2022)
4. Chi Zhang, Ph.D. candidate in Marketing, Texas A&M University (placed at Syracuse University), Co-chaired with Venky Shankar
5. Jimmy Hu, Ph.D. student in Marketing, Texas A&M University, Co-chaired with Venky Shankar
6. Jane Lee, Ph.D. student in Marketing, Texas A&M University

### **Dissertation Committee Member**

1. Krista Li, Ph.D. in Marketing, Texas A&M University (placed at Indiana University in 2016)
2. Jeremy West, Ph.D. in Economics, Texas A&M University (placed as a postdoctoral research associate in the Department of Economics at MIT in 2014).
3. Chaoyi Dai, Ph.D. in Economics, Texas A&M University (placed at Citibank in 2019)
4. Guo Cheng, Ph.D. in Agricultural Economics, Texas A&M University (placed at Stata in 2020)
5. Pulkit Marwah, Ph.D. in Agricultural Economics, Texas A&M University (placed at The Wonderful Company in 2021)
6. Nan Li, Ph.D. student in Agricultural Economics, Texas A&M University, 2020-present
7. Linling Zhang, Ph.D. student in Agricultural Economics, Texas A&M University, 2022-present
8. Aihui Li, Ph.D. student in Agricultural Economics, Texas A&M University, 2022-present
9. Kuo Liu, Ph.D. student in Agricultural Economics, Texas A&M University, 2022-present
10. Qiqi Chen, Ph.D. student in Agricultural Economics, Texas A&M University, 2023-present
11. Hongli Xu, Ph.D. student in Agricultural Economics, Texas A&M University, 2024-present

## **SERVICE**

### **National Level**

Conference Co-Chair: American Marketing Association (AMA) Summer Academic Conference, 2023

### **University Level**

University Distinguished Graduate Student Award Review Committee, 2023, 2024, 2025

### **School Level**

Mays AI Dissertation Proposal Competition Award, Review Committee Chair for the Marketing Department 2025

Center for International Business Studies Review Committee, 2019-2020

Mays Analytics Task Force, Mays Business School, 2015-2016

### **Department Level**

Doctoral Program Director, Department of Marketing, 2023-present

Doctoral Program Council Member, Department of Marketing, 2011-2023

M.S. in Marketing Program Council Member, Department of Marketing, 2018-2023

Faculty Recruiting Committee Member, Department of Marketing, 2012, 2019,2023,2025, 2026

## **EDITORIAL AND REVIEWING ACTIVITIES**

### Associate Editor

*Journal of the Academy of Marketing Science*, 2025-present

*International Journal of Research in Marketing*, 2024-present

*Decision Sciences Journal* (Department of Marketing with OM or IS Interface), 2020-present

### Editorial Review Board

*Journal of Retailing*, 2026- present

*Journal of the Academy of Marketing Science*, 2020-2025

### Ad-hoc reviewer

*Marketing Science*

*Management Science*

*Journal of Marketing Research*

*Journal of Marketing*

*Production and Operations Management*

### Reviewer for Competition and Conferences

AMA Winter Academic Conference, 2021

Alden G. Clayton Dissertation Proposal Award, 2025

Shankar-Spiegel Dissertation Proposal Award, 2021

AMA Winter Academic Conference, 2020

AMA Summer Academic Conference, 2020

John A. Howard/AMA Doctoral Dissertation Competition, 2017

## **BUSINESS EXPERIENCE**

Jade International, Investment Bank Division, China, 2004-2005

Agricultural Development Bank of China, Head Office, China, 1999-2002